

SYSTEM AND METHOD FOR RECEIVING AND RESPONDING TO PROMOTIONAL OFFERS USING A MOBILE PHONE

Abstract

A method and means by which a mobile phone can participate in a promotional offer that is sponsored by an interested party is disclosed. The sponsor creates a promotional campaign and defines its parameters using promotional offer code (POC) data. The POC data is then pre-provisioned into the mobile phone. If a mobile phone user becomes aware of the promotional campaign and wishes to participate, he navigates his mobile phone menu structure to a "promotions" menu and inputs a POC that was included in the sponsor's advertisements. The mobile phone then links the input POC to the pre-provisioned POC data. Another function in the mobile phone then constructs a promotional offer entry (POE) that conforms to the parameters set out in the pre-provisioned POC data. The POE is then transmitted to the sponsor. The sponsor reviews all valid entries and chooses one or more winners. The sponsor can then broadcast a status message to all entrants to inform them whether they won anything from the promotion.